

Customer: **Creating a difference with a low investment - Professional consultation does not need to be expensive**

Coming from outside the industry, Gertrud Michelet has opened the little bakery shop “gut gelaunt” (good mood). Apart from fresh bakery products which have been delivered by a local bakery every day, several food products for the daily needs as well as some magazines were part of the range.

Despite high investments, the interior wasn't consistent in any way.

High commitments and a love of detail couldn't provide the planned and necessary turnover. Mrs. Michelet was about to close her business.



Project:

After six months of business, the owner of “gut gelaunt” has been looking for professional advice. In foodservice solutions, the owner has found a competent partner that is even affordable to her as a small business woman.

The first comment of the consultants: “Where “gut gelaunt” is indicated, “gut gelaunt” has to be in!”. And this was definitely not the case.

In a first step the weaknesses and potentials of the concept have been discussed. There was no clearly defined positioning and a “red threat throughout the concept. “gut gelaunt” is going to be the address for “freshly made sandwiches, hot paninis and excellent coffee specialties for immediate consumption in a friendly atmosphere or to take away”, say the experts.

Together, a corresponding list of measures has been developed to achieve the objectives, including the redesign of the product range, the guest area and the operational procedures.

Mrs. Michelet has successfully implemented the proposed measures with few financial resources in a short time. The little bakery shop shines with a new colourful design and the coherent concept is now consistent due to the new product range focusing on “out-of-home products - plus Mrs. Michelet likes to work in her new refreshed bakery shop again.



Today, “gut gelaunt” is well accepted by the existing and also by many new young customers. “gut gelaunt” has achieved its objectives and can report increased sales and positive results. And this with a little investment only.

It is now up to Mrs. Michelet to maintain the new freshness of the concept consequently.

